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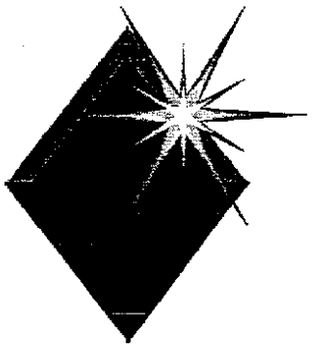


"*FOCUS*"

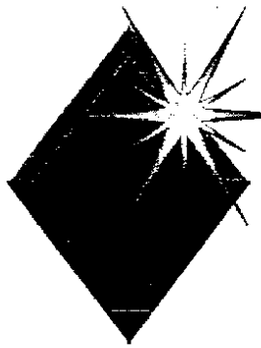
R. J. REYNOLDS

Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000

Objective

- Benefits of "FOCUS" as the everyday low price brand

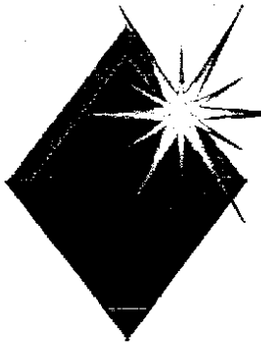
Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000



Middlesex Tobacco Sales Peoples Requirements

- Maximize retailer sales
- Maximize commissions
- Other

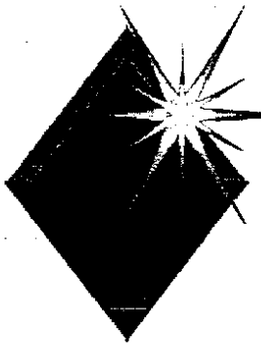
Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000



Carrying "FOCUS' increases retailers profits

- Retailer qualifies for maximum RJR accrual monies by pricing "FOCUS" at parity or as the everyday lowest price in the store (2FP and 1 SD required also).
  - Priced at parity with other brands - .20 per carton RJR purchased accrued
  - Priced as everyday lowest price in store - .25 per carton accrued
  - Price disadvantaged - only .10 per carton accrued

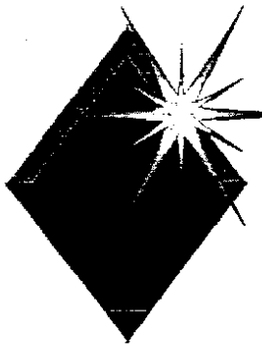
Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000



Carrying "FOCUS' increases retailers profits

- Accrual of .25 per carton maximizes promotional monies retailer has to spend on discounting RJR brands and buying monthly promotions.

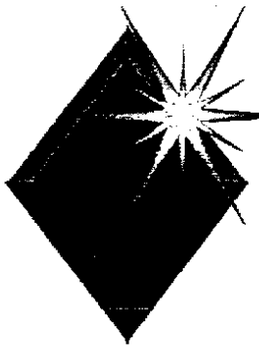
Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000



Carrying "FOCUS' increases retailers profits

- "FOCUS" sales can increase the RJR cartons sold in an account.
  - Contract payments based on the total RJR cartons sold per week
  - "FOCUS" volume can increase RJR contract payments by bumping retailer into the next RJR contract grid.

Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000



Middlesex Tobacco "FOCUS" Retailer program

- $1.50 off invoice
- .50 per carton additional paid at the end of month if retailer :
  - Keeps "FOCUS" display up
  - Places window ad

Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000

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"FOCUS' increases Middlesex Tobacco Sales Peoples Earnings

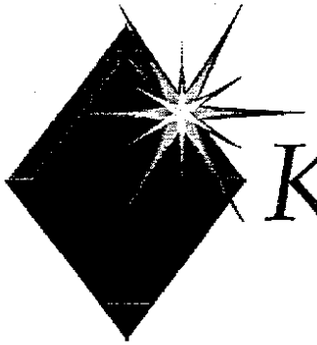
- Will earn .30 per carton sold - paid at end of month.
- During the first two weeks will earn $1.00 per carton sold - paid weekly.

Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000

RJR Commitment

- Sign retailer on maximum accrual program
- Increase retailer contract payments when RJR volume increases
- Maintain "FOCUS" displays placed in stores by Middlesex Tobacco Sales Force

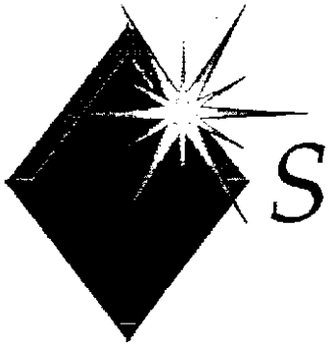
Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000



Key Benefits

- Maximize promotional monies available to retailer
- Maximize contract payments to retailer
- Maximize Middlesex Tobacco Sales People's earnings

Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000



Sell, Sell, Sell "FOCUS'

- Introduce "FOCUS" to accounts not currently carrying
- Order and place "FOCUS" display
- Write orders to replenish "FOCUS" inventory each week!

Source: https://www.industrydocuments.ucsf.edu/docs/qfcy0000